

MEETING MINUTES

**ASU Scottsdale Center
Ad Hoc Citizens Advisory Working Group Meeting
December 16, 2004, 5PM
City of Scottsdale Community Design Studio
7506 E. Indian School Road**

Present: Attendees

Absent:

Staff:

General comments/opening comments from Ed; Give idea cards for board to Teresa.

Introductions

Don Carter – Urban Design Associates

Update/progress report – passed out 4-page draft memorandum of summary of previous focus groups (attached). Lists are organized in the order of frequency of responses.

UDA was hired by the City; at the same time, 4 developers have been chosen to create a plan for the area. How will we tie those together? The developers have been given all data collected to date. They will be included in the Design Charrettes. UDA will develop design guidelines & frameworks for the area and adjacent areas – Los Arcos crossing, Scottsdale Rd., McDowell Rd. The City is going forward with zoning changes before final proposals from developers.

Level of detail for developers' presentation? Site plans – roads, buildings, building height – same level of detail as something that would go to DRB. Phase 1 building – planned to go to council in May, 2005.

Parking? Underground -\$20k/space; ground level \$10k/space

Underground utilities?

Slide show –

Phase I – Data & Analysis: Understanding

Phase II – Alternatives: Exploring

Phase III – Final Plan: Deciding

Design Charrettes

- 4 days – develop design alternatives
- Charrette definition– concentrated/intense design workshop
- Jan 11 – lunch meeting noon – 1:30 pm
 - Jan 12 – evening meeting 6-7:30 pm
 - Jan 13 – evening meeting 6:30 pm (public meeting)
 - Jan 14 – debrief 9:00 am – 10:30 am

Map with dots

- Green dots – good places; many showed up on Indian bend wash
- Red dots – Bad properties; showed up around Los Arcos mall site – along Scottsdale Rd. & McDowell Rd
- Blue dots – Places of opportunity – ie: Kmart site
- Parking is predominant land use in the area
- No open space other than Indian Bend Wash in this part of the City.
- Urban design area includes not only 42 acres, but also all commercial properties all the way to the Indian Bend Wash. If those buildings weren't there, what we do with that space?

Placemaking

- Placemaking is about making great places.
- Placemaking is about third places. First place is home, Second place is work; the most interesting places in the world are the 3rd places.
- 3rd places are free or inexpensive; walking distance to homes/jobs; pedestrian friendly; places you go on a regular basis; feel safe; feel welcome; meet/see other people.
- “A great place where you take the people you love”
- Public realm.
 - Gathering places
 - Streets
 - Pedestrian paths
 - Buildings (facades that face the public realm are what we care about)

Landmark project – Mizner Park, Boca Raton, FL

- Mall torn down / site cleared / redeveloped as a mixed-use development.
- One of the most popular places in the area for people to go.

Break out into groups to discuss 6 questions.

Best Gathering places

In Scottsdale

Fashion Square

Starbucks

Camelback Walk in

McCormick Ranch

Art Walk

Old Town

Civic Center Mall

Pavillions classic car show

El Pedegral

IBW

In the Valley

Kierland	Arizona Center	Fountain Hills
Coffee Plantation @ the	Tempe Town Lake	Arizona State University
Biltmore	Margaret Hansen Park	Zoo
Mill/University	Desert Ridge Shopping	Margaret Hance park
Glendale downtown	Center	Japanese Tea Garden

Qualities of the best places

- Open
- Visible
- Wide
- Food
- Quaint
- Place for everybody; lots of sun, shade, inside/outside space
- Combination of food, retail, & entertainment. Something unique that is a draw for the public.

LOS ARCOS MALL

Los Arcos started out as a regional draw, but over the years, it dwindled to a local gathering place.

Good things – What worked?

- Place to eat, shop, see other people.
- Similar to the way Fashion Square is currently.
- Concentric as opposed to linear. Focal center point that was easy to get to.

What didn't work?

- Energy disappeared.
- Major anchors were separated from the rest of the mall.
- No site amenities on the exterior.
- Was not a regional draw – not enough unique features to draw public.
- Scottsdale Fashion Square took the business from Los Arcos.
- Owners did not try to compete.
- Stores closed and relocated to places that were new, more energetic, etc.
- Outside of the mall always looked bad.
- Bankruptcy of Broadway

What do you expect of the public realm of the ASU-Scottsdale Center?

- Interconnectivity – needs to connect in all 4 directions and not stand alone.
- Major gathering space.
- Have the ability to have different types of entertainment at certain times.
- All age groups.
- Pedestrian friendly; not a lot of automobiles; free & safe.
- Lots of shade; water features

- Slow moving traffic; opportunity to experience the area; on-street parking important to the vitality of the area.
- Interior & exterior multifunctional spaces
- Destination venue that the City controls; cultural center?
- Citizen service center located in the area
- Uniqueness; a place that draws people because it's the only place like it
- Mass transit orientation
- Bicycle orientation
- Campus like place
- 'Oasis in the desert'
- 1st phases of construction to occur along Scottsdale Road and McDowell Roads.
- Along Bellevue – condos/lofts
- Landscape areas along Scottsdale Rd. & McDowell Rd
- Sidewalks moved back from street
- Something for families; carousel, museum, theatres

Are there examples of other great places outside the valley?

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|-------------------------------|---------------------------------|
| • San Francisco | • Union Square in San Francisco |
| • Seattle | • River Walk in San Antonio |
| • New York City | • Sidney Harbor |
| • Vermont – gathering/walking | • Barcelona |
| • San Pedro Luis | • Palo Alto |
| • Chiquitera, Italy | • Pens Square, Oklahoma |

Biggest concerns of design?

- Disjointed
- Schedule will drag; lose momentum
- Master plan might not succeed
- Lack of interconnectivity
- Lack of vision
- Backward looking or derivative rather than forward; Majority of site will remain undeveloped for quite some time; after the number of years that this site has been vacant, the timeline for this project is critical
- Public realm cannot supercede the economic engine; purpose of this is to interject economic viability in this corner.
- Phase I should have a significant public space included.
- Construction of buildings is not a pretty sight. To construct a 150,000 sq ft building, it will take 12-18 months. The entire area will be a construction site for 8-10 years. Lots of truck activity, etc.
- Too modern w/wasted space in the buildings

Spaces that don't work

- | | |
|-----------------------------------------------------------------|-----------------|
| • Arizona Center | • Pavillions |
| • Patriot's Square | • Seaport...NYC |
| • Civic Center Mall (disjointed – people don't know it's there) | • Esplanade |
| | • Borgata |

GLUE project/ Generic Landscapes Urban Environments
Darren Petrucci addressed FRONTAGE issues –

Metropolitan identity

Think about idea that Scottsdale needs to be differentiated from other areas of the valley.
Allows for variety of experiences.

Los Arcos died because of competition. Be careful because we don't want it to compete with Old Town and Fashion Square.

What separates Scottsdale from other areas in the county is that we have an interconnected park system. Scottsdale could be described as a garden city.

Most of the spaces that people described within Arizona are private spaces; they are not public spaces. What makes urban is the combination of public & private. This project will be a public/private partnership.

What ensures the life of a city & allows for things to change/develop? One of the reasons Los Arcos died is that it never changed...it stayed the same.

Think about what we have of value that is different from other cities.

Infrastructure landscape – taking a water mgmt system and making it a public amenity

Concept -- Amenity infrastructure

Existing typologies

- Strip malls – pedestrian markets
- Auto dealerships – pedestrian mall
- Restaurants – picnic areas
- Parking lots – neighborhood parks
- Street parking – pedestrian boulevards
- Minor cross-streets – neighborhood gateways
- Property lines – pedestrian paths
- Back alleys – shared streets

Questions:

- 1) Given any thought to 74th Streets? – D: think of as gateways (east/west)
- 2) Greenery (who maintains?) – D: don't pile asphalt around trees/only require limited irrigation / public-private partnership opportunities
- 3) Interest in art/light/shading – D: formed a merchant's organization (7th Ave.); no room to do anything; looked at minor cross-streets (need to identify solutions pertinent to indigenous area) – developed a new infrastructure (lampshade) – notion of humanity – people making an investment in the area

Homework Assignment - 480-312-4000 (can fax homework – ideally before next meeting)

Transportation & Circulation elements

Comments from Mary O'Connor, Transportation General Manager

- Need to think about Scottsdale Road in a different way
- Take a look at the sidewalks
- Try to experience the sidewalks
- Think about lighting
- Think about pedestrian connections
- Opportunities within the site & with minor cross-streets
- Parking management/demand management (Making sure we get the parking right (parking studies will be conducted)
- Think about other ways to get to work
- Always new ways to think about transportation/circulation
- Bicycle, car, pedestrian having equal space